

REMARKS

Applicants have thoroughly considered the Examiner's remarks in the Office Action dated September 19, 2008. Claims 1, 2, 4, 7-13, 16, and 19 are pending. Claims 1, 2, 4-13, 16, and 19 stand rejected. Claims 5 and 6 have been cancelled. Applicants respectfully request allowance in view of the amendments and remarks herein.

Claim Rejections Under 35 U.S.C. § 103Claims 1 and 16

Claims 1 and 16 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Thomas, U.S. Patent 6,401,118, in view of Dweck, U.S. Publication 2003/0083960, and further in view of Morrell, Jr, U.S. Patent Publication 2002/002597 (hereinafter Morrell).

Applicants respectfully submit that each and every element as set forth in the recited claims is not found, either expressly or inherently in Thomas, in view of Dweck, and further in view of Morrell.

The Office Action acknowledges that Thomas does not explicitly disclose generating performance indicators relating thereto.

Dweck describes an apparatus for adjusting network preference information of a user. Adjustments to preference information may be performed by comparing characteristics of interest measured for particular Internet sites visited by a user, and ranking the sites based on the measured characteristics. For example, for a user who repeatedly visits www.cnn.com more than any other Internet site, processing may involve establishing www.cnn.com as the user's preferred Internet site. [Paragraph 21] Notably, Dweck does not describe or suggest a system that generates performance

indicators used to **revise the content of low user interest** from the substantially non-commercial content provided by the partners relating to a theme based on generated performance indicators.

Morrell describes a system for clicking through a host website containing icons and links to commercial establishments. Internet users 109 visit a website, to access advertisements (ads) 107 such as click-through banner advertisements. A retailer website 101 makes incentive-based advertising fee payments 103 to a host site 105 based upon the number of users 109 directed to the retailer's website 101 through the ad 107 by tracking a click-through traffic 111 to the retailer website 101. A sophisticated payment disbursement model 203 in which the users 109 receive at least a portion if not all of any reward 205 is used. The retailer website 101 tracks click-through traffic 111 from the ad 107, sending a tracking information 201 to a payment disbursement model 203, and to determine any rewards 205 to be made payable to the users 109. Notably, Morrell does not describe or suggest a system that generates performance indicators used to **revise the content of low user interest** from the substantially non-commercial content provided by the partners relating to a theme based on the generated performance indicators.

In contrast, Claim 1 of the present application recites a system comprising "an integrated web ring (IWR) site of a server managing the IWR a host Web site provided by the server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme; and tracking software for monitoring user access to the IWR site, to the selected partner Web page and to the substantially non-commercial content on the host Web pages and generating performance indicators relating thereto, wherein the tracking software enables revision of content of low user

interest from the substantially non-commercial content provided by the partners relating to the theme based on the generated performance indicators."

Applicants respectfully submit that no combination of Thomas, and Dweck and Morrell, considered alone or in combination, describes or suggests a system as recited in Claim 1. For example, no combination of Thomas, and Dweck and Morrell, describes or suggests a system that includes tracking software that enables revision of content of low user interest from the substantially non-commercial content provided by the partners relating to a theme based on the generated performance indicators. Rather, in contrast to the invention recited in Claim 1, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms, Dweck describes ranking a plurality of web sites based on measured user characteristics, and Morrell describes a system that counts the number of times a user clicks through to a website and rewards the user for clicking through to the website.

The system described in Dweck cannot reasonably be considered to teach or suggest generating performance indicators that used to **revise the content of low user interest** from the substantially non-commercial content provided by the partners relating to the theme, because Dweck merely describes ranking a plurality of web-pages based on measured user's characteristics.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 1 is patentable over Thomas in view of Morrell, and further in view of Dweck.

Claim 16 depends from independent Claim 1. When the recitations of Claim 16 are considered in combination with the recitations of Claim 1, Applicant submits that Claim 16 is

patentable over Thomas, in view of Dweck, and further in view of Morrell for at least the same reasons Claim 1 is patentable.

Claims 2, 4, 7-13, and 19

Claims 2, 4, 7-13, and 19 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Thomas, in view of Dweck, in view of Morrell, and further in view of Bowers et al, U.S. Patent 7,266,839 (hereinafter Bowers) is respectfully traversed.

Thomas, Dweck, and Morrell are described above. Bowers describes a system for allowing a host to change information on a partner's Web page. A partner system 114 receives host system data 204 from a host system 110, with which the partner system 114 can positively identify a host system 206. The host system 110 may send an identification code to the partner system 114, which the partner system 114 compares to a database of host identifiers. If the partner system 114 fails to identify the host system 110 as an authorized host, then the partner system 114 will not transmit partner system resources and may transmit an error message 210. The partner system 114 also receives user data 208. The partner system 114 uses the user data to identify the user 214 so that the partner system 114 can locate the particular partner system resources associated with that user for transmittal. The partner system 114 may also require user authentication to ensure that the user is not an impostor. The partner system 114 determines whether the user is an authentic user 216, and if the user is not properly authenticated, the partner system 114 will not provide partner system resources and it may transmit an error message 218. The partner system 114 transmits the discriminated partner system resources 222 to either the host system 110 or to the user system 112. Notably, Bowers does not describe or suggest a method that

tracks and **revises as a function of tracking, content of low user interest** from substantially non-commercial content provided by the partners relating to the theme.

Claim 2 recites a method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a server and a plurality of partners, the method comprising the steps of: "providing a plurality of partner Web pages and provided by the partners relating to the theme; tracking user access to the substantially non-commercial content, providing a host Web site provided by the server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme; and revising, as a function of said tracking, content of low user interest from the substantially non-commercial content provided by the partners relating to the theme."

Applicants respectfully submit that none of Thomas, Dweck, Morrel, and Bowers, considered alone or in combination, describes or suggests a method for controlling information relating to a theme as recited in Claim 2. For example, none of Thomas, Morrel, and Bowers, considered alone or in combination, describes or suggests a method that includes tracking user access to the substantially non-commercial content and **revising, as a function of tracking, content of low user interest** from substantially non-commercial content provided by the partners relating to the theme. Rather, in contrast to the present invention recited in Claim 2, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms, Dweck describes ranking a plurality of web sites based on measured user characteristics, and Morrell describes a system that counts the number of times a user clicks through

to a website and rewards the user for clicking through to the website.

The system described in Dweck cannot reasonably be considered to teach or suggest **revising, as a function of tracking, content of low user interest** from the substantially non-commercial content provided by the partners relating to the theme, because Dweck merely describes ranking a plurality of web-pages based on measured user's characteristics.

Moreover, in contrast to the present invention as recited in Claim 2, Bowers describes a method for providing a security login service by a partner system prior to the partner system transmitting information to the host system. The method described in Bowers cannot reasonably be considered to teach or suggest **revising, as a function of tracking, content of low user interest** from substantially non-commercial content provided by the partners relating to the theme because providing a secure login prior to transmission of information from a partner system to a host system is not the same as revising, as a function of said tracking, content of low user interest.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 2 is patentable over Thomas, in view of Dweck, in view of Morrell, and further in view of Bowers.

Claim 4 depends from independent Claim 2. When the recitations of Claim 4 are considered in combination with the recitations of Claim 2, Applicant submits that Claim 4 is patentable over Thomas in view of Dweck, in view of Morrell, and further in view of Bowers for at least the same reasons Claim 2 is patentable.

Claim 7 recites an integrated web ring (IWR) site of a server and a plurality of partners for providing and managing

information relating to a theme, the IWR site comprising: "a plurality of partner Web pages relating to the theme and provided by the partners a host Web site provided by the server and accessible by users, the host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme, and a tracking software, said software tracking user access to the substantially non-commercial content, wherein the tracking software enables revision of content of low user interest from the substantially non-commercial content provided by the partners relating to the theme based on the tracked user access. "

Applicants respectfully submit that none of Thomas, Dweck, Morrell, and Bowers, considered alone or in combination, describes or suggests an integrated web ring site as recited in Claim 7. For example, none of Thomas, Dweck, Morrell, and Bowers, considered alone or in combination, describes or suggests an integrated web ring site that includes tracking software that enables **revision of content of low user interest** from the substantially non-commercial content provided by the partners relating to the theme based on tracked user access. Rather, in contrast to the invention recited in Claim 7, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms, Dweck describes ranking a plurality of web sites based on measured user characteristics, and Morrell describes a system that counts the number of times a user clicks through to a website and rewards the user for clicking through to the website.

The system described in Dweck cannot reasonably be considered to teach or suggest an integrated web ring site that includes tracking software that enables revision of content of low user interest from the substantially non-

commercial content provided by the partners relating to the theme based on the tracked user access because Dweck merely describes ranking a plurality of web-pages based on measured user's characteristics.

Moreover, in contrast to the present invention as recited in Claim 7, Bowers describes a method for providing a security login service by a partner system prior to the partner system transmitting information to the host system. The method described in Bowers cannot reasonably be considered to teach or suggest a system that includes tracking software that enables **revision of content of low user interest** from the substantially non-commercial content provided by the partners relating to the theme based on the tracked user access because providing a secure login prior to transmission of information from a partner system to a host system is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 7 is patentable over Thomas in view of Dweck, in view of Morrell, and further in view of Bowers.

Claims 8-13 depend from independent Claim 7. When the recitations of Claims 8-13 are considered in combination with the recitations of Claim 7, Applicant submits that Claims 8-13 are patentable over Thomas, in view of Dweck, in view of Morrell and further in view of Bowers for at least the same reasons Claim 7 is patentable.

Claim 19 recites an integrated web ring (IWR) site of a host and a plurality of partners for providing and managing information relating to a theme, the IWR site including "a plurality of partner Web pages relating to the theme and provided by the partners; a host Web site provided by the host and accessible by users, the host Web site including a

plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme; and tracking software tracking user access to the substantially non-commercial content, wherein the tracking software enables revision of content of low user interest from the substantially non-commercial content provided by the partners relating to the theme based on the tracked user access."

Applicants respectfully submit that none of Thomas, Dweck, Morrell, and Bowers, considered alone or in combination, describes or suggests an integrated web ring site as recited in Claim 19. For example, none of Thomas, Dweck, Morrell, and Bowers, considered alone or in combination, describes or suggests an integrated web ring site that includes tracking software that enables **revision of content of low user interest** from the substantially non-commercial content provided by the partners relating to the theme based on the tracked user access. Rather, in contrast to the invention recited in Claim 19, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms, Dweck describes ranking a plurality of web sites based on measured user characteristics, and Morrell describes a system that counts the number of times a user clicks through to a website and rewards the user for clicking through to the website.

The system described in Dweck cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content provided by the partners relating to the theme based on the tracked user access because Dweck merely describes ranking a plurality of web-pages based on measured user's characteristics.

Moreover, in contrast to the present invention as recited in Claim 19, Bowers describes a method for providing a security login service by a partner system prior to the partner system transmitting information to the host system. The method described in Bowers cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content provided by the partners relating to the theme based on the tracked user access because providing a secure login prior to transmission of information from a partner system to a host system is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 19 is patentable over Thomas in view of Dweck, in view of Morrell and further in view of Bowers.

Claim 5

Claim 5 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Knapp et al., U.S. Patent 6,769,010, (hereinafter Knapp), in view of Narin et al. (hereinafter Narin), U.S. Publication 2002/0046045, and further in view of Hsieh, U.S. Publication 2003/0167209.

Claim 5 has been cancelled.

Claim 6

Claim 6 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Knapp, Narin, and Hsieh and further in view of U.S. Patent Publication 2002/0029201 to Barzilai et al. (hereinafter Barzilai)

Claim 6 has been cancelled.

Claim 9

Claim 9 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Thomas, Morrell and Bowers in view of Knapp. Claim 9 depends from independent Claim 7. When the recitations of Claim 9 are considered in combination with the recitations of Claim 7, Applicants submit that dependent Claim 9 is patentable over Thomas, in view of Morrell, in view of Bowers, and further in view of Knapp for at least the same reasons Claim 7 is patentable.

Knapp describes a modification and formatting of included information files to a host website through a common interface. A medium 133 is presented to a user in a visually perceptible manner. The user visually identifies indicia 135, then logs into a web site 128 via the Internet 106 and a wireless web appliance 126. The user then submits an identification number 136, comprising an indicia 135, and their user identifier 138 to a web server computer 115 such that content objects associated with the identification number 136 are made available to this user via a network-based personalized access point within the web site 128. Notably, Knapp does not describe or suggest an integrated web ring site that includes tracking software that enables **revision of content of low user interest** from the substantially non-commercial content provided by the partners relating to the theme based on tracked user access.

No combination of Thomas, Morrell, Bowers and Knapp considered alone or in combination, describes or suggests an integrated web ring site as recited in Claim 7. For example, none of Thomas, Morrell, Bowers, and Knapp considered alone or in combination, describes or suggests an integrated web ring site that includes tracking software that enables **revision of content of low user interest** from the substantially non-commercial content provided by the partners relating to the

theme based on tracked user access. Rather, in contrast to the invention recited in Claim 7, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms, and Morrell describes a system that counts the number of times a user clicks through to a website and rewards the user for clicking through to the website.

Moreover, in contrast to the present invention as recited in Claim 7, Bowers describes a method for providing a security login service by a partner system prior to the partner system transmitting information to the host system. The method described in Bowers cannot reasonably be considered to teach or suggest an integrated web ring site that includes tracking software that enables revision of content of low user interest from the substantially non-commercial content provided by the partners relating to the theme based on tracked user access because providing a secure login prior to transmission of information from a partner system to a host system is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Moreover, in contrast to the present invention as recited in Claim 7, Knapp describes a method for providing a common interface to a website for user to modify information. The method described in Knapp cannot reasonably be considered to teach or suggest a system that includes tracking software that enables revision of content of low user interest from the substantially non-commercial content provided by the partners relating to the theme based on the generated performance indicators because providing a common interface to a website for a user to change information at the website is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 7 and hence claim 9 are patentable over Thomas, in view of Morrell, in view of Bowers, and further in view of Knapp.

The Commissioner is authorized to charge Deposit Account No. 01-2384 for any fees incurred during the pendency of this application.

In view of the foregoing amendment and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,

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